



PRESS RELEASE, Tuesday 12 March 2013

Record Number of Dutch Designers in Milan Connecting the Dots during the Design Week

This spring a record number of Dutch designers will be present during the Design Week in Milan. You can find a complete list in the seventh edition of Connecting the Dots, which will be co-published with ELLE Decoration for the second year in a row in April.

In spite of the continuing recession, the Netherlands will be well represented during the Milan Design Week. Never before have so many Dutch firms featured at the Design Week in Milan, which many still regard as the most important design fair in the world. No less than 217 Dutch designers will be launching mainly new work in Milan in April. Connecting the Dots has brought together all the entries and turned the entire Dutch contribution into a catalogue, guide and yearbook all in one. The design magazine has more to offer as well. Several interviews and portraits offer insight into the topicality of Dutch designs.

There is an interview with Ornella Noorda, the widow of Bob Noorda, whose work has had such an international influence and still defines the look of the Italian streets. Ann Goldstein and Ingeborg De Roode from the Stedelijk Museum in Amsterdam talk about



Cover Connecting the Dots #7 Milaan April 2013



Gidsdeelte met alle 217 Nederlandse ontwerpers



Metro en straatkaart van Milaan met alle Nederlandse presentaties

the thin line separating art and design. Two Dutch ministers – Jet Bussemaker, Minister of Education, Culture and Science, and Lilianne Ploumen, Minister of Foreign Trade and Development Cooperation – comment on the international scope of Dutch Design.

Scattered through the magazine are portraits of eight influential Dutch designers: Maria Blaisse, Frans de la Haye, Jan Jansen, Peter Krouwel, Ann Maes, Frans van Nieuwenborg, Bruno Ninaber and Wolfram Peters.

Debates

Jointly with Items Magazine, the Netherlands Embassy and the Netherlands Consulate, Connecting the Dots is organising two debates, under the name *Connecting Items*, in the presentation space of PROOFF and UNStudio on Wednesday 10 April and Thursday 11 April. Under the title *To Curate or not to curate*, the Wednesday evening debate, chaired by David Heldt, editor-in-chief of Connecting the Dots, will be on how design finds its way to the market and the museum. Those taking part are Domitilla Dardi, design curator of the MAXXI Museum in Rome, Ingeborg De Roode, design curator of the Stedelijk Museum in Amsterdam, and Jurgen Bey, designer from Studio Makkink & Bey. On Thursday evening Max Bruinsma, editor-in-chief of Items Magazine, will chair the debate *Fluid Collaborations* on a new trend among designers who seek far-reaching forms of cooperation with other designers and with other sectors.

ELLE Decoration

Connecting the Dots will be co-published with ELLE Decoration in a back-to-back edition with two covers in a print run of 75,000. This co-publication was set up for the first time for the Milan edition of Connecting the Dots in 2012 and is being continued this year because of its success. The magazine will be



Frans van Nieuwenborg geportretteerd door Daphne Kuilman



Maria Blaisse geportretteerd door Daphne Kuilman

distributed free of charge at all of the Dutch presentations during the Milan Design Week. This seventh edition will be launched officially during a reception in the Netherlands Consulate in Milan. The New Institute will also present itself on this occasion.

Connecting the Dots

Connecting the Dots presents and promotes Dutch design during international design fairs and other key events. The first edition for the Milan Design Week was published in 2010, followed by editions for the design fairs in London, Hong Kong and Guangzhou. All issues can be viewed online [here](#).

This seventh edition of Connecting the Dots is published in cooperation with the Association of Dutch Designers (BNO), Bureau Deleau, ELLE Decoration, Haller Brun, aMAZE cultural lab, the Netherlands Embassy in Rome and the Netherlands Consulate General in Milan. It is partly subsidised by the Creative Industry Incentive Fund.

**creative
industries
fund NL**

**ELLE
DECORATION**



Haller Brun

**Bureau
Deleau.**



Note for the editor

If you would like more information, do not hesitate to contact us. You can call our press officer Luc Deleau at any time on + 31(0)6 52472990 / luc@thedots.nl or the editor-in-chief of Connecting the Dots David Heldt on + 31 (0)6 15510727 / david@thedots.nl.

The first copies of Connecting the Dots will be distributed between 17:00 and 19:00 during a reception in Pakhuis de Zwijger in Amsterdam on Thursday 28 March. Of course we warmly welcome you to the event. Send your RSVP to Luc Deleau / luc@thedots.nl.

Connecting the Dots: Publishing and presenting Dutch designers
and design-culture internationally during key design events and fairs

